



KMOV
One Memorial Drive
St. Louis, MO 63102

Media Strategies & Research - VA
11350 Random Hills Road
Suite 670
Fairfax, VA 22030

Contract

844029

Schedule Dates 07/25/12-07/31/12
Advertiser McCaskill for Senate 2012 (38474)
Agency/T-Code Media Strategies & Research - VA (1523)/155303592
Product Political - US Senate (1176)
Brand Democrat (152221)
Salesperson McNamara, Julie (2389)
Sales Office KMOV-St. Louis
Buyer Name Beale,Rachael
Phone/Fax (573) 651-0964 /
CPE 11450
Account Types Local/Political Candidate - Agency
Billing Type Standard
Comments 7/25 - 7/31

Date Entered 07/23/12
Last Modified 07/23/12
Entered By Julie McNamara
CO-OP No
Headline # 7/25-7/31
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$1,911.75
Net Total \$10,833.25
Sales Tax

St. Louis (KMOV) (KMOV)

By Broadcast Month	Spots	Rate
Jul. 2012	11	\$9,575.00
Aug. 2012	6	\$3,170.00
Grand Total:	17	\$12,745.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	07/26/12-07/26/12	1	:30	20015- News @ 6am M-F	1				X				1	\$350.00	\$350.00	St. Louis (KMOV) (KMOV)		7/23/12
2.0	Normal Line / SPOT	07/30/12-07/31/12	4	:30	20015- News @ 6am M-F	2	X	X						2	\$135.00	\$270.00	St. Louis (KMOV) (KMOV)		7/23/12
3.0	Normal Line / SPOT	07/25/12-07/25/12	1	:30	131968- CBS This Morning	1			X					1	\$225.00	\$225.00	St. Louis (KMOV) (KMOV)		7/23/12
4.0	Normal Line / SPOT	07/27/12-07/27/12	1	:30	20022- Price is Right	1					X			1	\$400.00	\$400.00	St. Louis (KMOV) (KMOV)		7/23/12
5.0	Normal Line / SPOT	07/25/12-07/25/12	4	:30	20023- News @ 12noon M-F	1			X						\$170.00		St. Louis (KMOV) (KMOV)		7/23/12
5.0.1	Closed Preempt	07/25/12															St. Louis (KMOV) (KMOV)	I-NA on Entry/Exception - does not meet bump rate	
6.0	Normal Line / SPOT	07/30/12-07/31/12	4	:30	28663- Dr. Phil	2	X	X						2	\$225.00	\$450.00	St. Louis (KMOV) (KMOV)		7/23/12
7.0	Normal Line / SPOT	07/26/12-07/26/12	1	:30	20054- News @ 5pm M-F	1				X				1	\$950.00	\$950.00	St. Louis (KMOV) (KMOV)		7/23/12
8.0	Normal Line / SPOT	07/30/12-07/30/12	1	:30	20054- News @ 5pm M-F	1	X							1	\$950.00	\$950.00	St. Louis (KMOV) (KMOV)		7/23/12
9.0	Normal Line / SPOT	07/27/12-07/27/12	1	:30	20055- News @ 6pm M-F	1					X			1	\$900.00	\$900.00	St. Louis (KMOV) (KMOV)		7/23/12
10.0	Normal Line / SPOT	07/30/12-07/31/12	4	:30	20053- Entertainment Tonight	2	X	X							\$450.00		St. Louis (KMOV) (KMOV)		7/23/12
10.0.1	Closed Preempt	07/30/12															St. Louis (KMOV) (KMOV)	I-No Avail/Spot -Not available at LUR	

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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10.0.2	Closed Preempt	07/31/12															St. Louis (KMOV) (KMOV)	I-Inventory Accommodation/Spot -bump rate; Political	
11.0	Normal Line / SPOT	07/29/12-07/29/12	2	:30	20141- 60 Minutes	1							X	1	\$2,000.00	\$2,000.00	St. Louis (KMOV) (KMOV)		7/23/12
12.0	Normal Line / SPOT	07/26/12-07/27/12	1	:30	20062- News @ 10pm M-F	2				X	X			2	\$1,500.00	\$3,000.00	St. Louis (KMOV) (KMOV)		7/23/12
13.0	Normal Line / SPOT	07/30/12-07/30/12	1	:30	20062- News @ 10pm M-F	1	X							1	\$1,500.00	\$1,500.00	St. Louis (KMOV) (KMOV)		7/23/12
14.0	Normal Line / SPOT	07/28/12-07/28/12	1	:30	20108- News @ 10pm Sat	1						X		1	\$850.00	\$850.00	St. Louis (KMOV) (KMOV)		7/23/12
15.0	Normal Line / SPOT	07/25/12-07/27/12	1	:30	20063- Late Show with David Letterman	2			X		X			2	\$450.00	\$900.00	St. Louis (KMOV) (KMOV)		7/23/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments: